

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



225

# HILL FLORAL PRODUCTS Co.

Wholesale Distributors for

The E. G. Hill Co.

The Jos. H. Hill Co.

Fred H. Lemon Co.

Richmond, Indiana

October 2, 1933

Horticultural Crops & Diseases  
U. S. Department of Agriculture  
Washington, D. C.

Gentlemen:

It gives us great pleasure to send you a copy of the license form we are using in marketing plants and scions of our new rose "Better Times". In offering this new rose we hope that it may fulfill the function which the name implies.

It is most interesting that this sport appeared in the same environment where Columbia originated. In habit of growth "Better Times" is stronger than Briarcliff. The way it breaks from the bottom is a joy to the heart of the grower. The fact that we planted nearly 100,000 on our own places here should be sufficient evidence of our belief in the future of this rose. Come and see it growing.

As to the value of "Better Times" as a commercial variety, our enthusiasm has no bounds. We are convinced it is the coming dark pink rose. The prayers of the small grower who has grown only Briarcliff successfully have been answered.

The price and sales plan are based on the "New Deal" and will afford every rose grower an opportunity to add this variety to his collection. The enclosed license form may be used as an order blank. Simply indicate the number of plants or scions desired and check the method of payment. Then sign the form and return it to us. You will in due time receive an acknowledgment of your order as well as another license containing our signature for your own files.

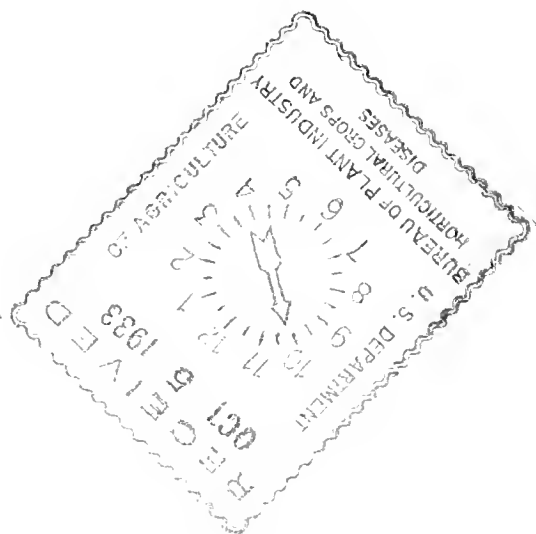
Hoping that the new rose "Better Times" may aid you in a return to normal business conditions, and with very best wishes for the future, we are

Faithfully yours,

HILL FLORAL PRODUCTS COMPANY

*Arno H. Nehrling*  
Manager.

AHN:vw



*And Now!*

“BETTER TIMES”



*New Rose, “BETTER TIMES”*

Plant Patent No. 23

*Originated with The Joseph H. Hill Co.*

**HILL FLORAL PRODUCTS COMPANY**

RICHMOND, INDIANA

# ROSE “BETTER TIMES”

Plant Patent No. 23

*This Is to Certify,* that the undersigned Licensee (Grower)

\_\_\_\_\_ of \_\_\_\_\_ (City) \_\_\_\_\_ (State)

and the successors to and assigns of its business are hereby granted the privilege and license to grow the Rose BETTER TIMES for the purpose of the production by the said Licensee of cut-flowers and for the purpose of the production by the said Licensee of plants for its own use only.

The said Rose BETTER TIMES is covered by Plant Letters Patent of the United States No. 23, granted August 23, 1932, and owned by The Joseph H. Hill Company of Richmond, Indiana, and the license herein granted is non-exclusive, non-divisible, and non-assignable.

The said Licensee agrees not to knowingly sell nor otherwise dispose of flowers, buds, scions, grafts, or other parts thereof for purposes of reproduction, in any manner whatever, nor sell nor otherwise dispose of any plants of the Rose BETTER TIMES. The said Licensee also agrees to destroy any plants that may be produced in surplus and not be required by it for its exclusive planting. The said Licensee also agrees not to export any flowers, plants, or other parts thereof to any foreign country. A representative of The Joseph H. Hill Company shall have the right at all reasonable times to inspect and inventory the entire planting of the Rose BETTER TIMES of said Licensee.

Said Licensee agrees that the plants of the Rose BETTER TIMES purchased by it and propagated by it from scions supplied by Licensor shall remain the property of the Licensor until the total purchase price is paid. If said Licensee should fail to pay the purchase price in full as due, or should fail to keep and perform any other of the terms and provisions of this agreement, then and in either of said events, upon ten days' written notice to said Licensee, said Licensor may terminate this agreement and repossess said plants, and in such event said Licensee agrees to permit said Licensor to come upon the premises of said Licensee and take possession of said plants without any process of law.

The Licensee further agrees to pay to the said Licensor a royalty of ten cents (10c) per plant on all plants of the Rose BETTER TIMES produced by the Licensee under this license, for its exclusive planting and actually set in pots, beds or benches.

This royalty shall be payable on or before the 30th of June, 1935, covering plants produced from original stock purchased during the year 1934; on each succeeding June 30th on all plants propagated by the Licensee during the preceding year; and so on during the life of the letters patent. The Licensee further agrees to render to The Joseph H. Hill Company, between June 20 and June 30 annually, a sworn statement of the number of new plants actually set during the preceding season and which are not plants on which a royalty has previously been paid.

The Licensor reserves the right to reduce the rate of royalty.

The Licensee agrees to purchase:

(NOTE: Check plants or scions and terms of payment desired)

I. Number of plants \_\_\_\_\_

- a.* Cash Plan.  
*b.* Deferred Payment Plan.

II. Number of scions \_\_\_\_\_

- a.* Cash Plan.  
*b.* Deferred Payment Plan.

*Authorized Planting:*

\_\_\_\_\_ Plants

(LICENSEE)

DATED \_\_\_\_\_

(LICENSOR)



*Awarded to BETTER TIMES at  
International Flower Show, New York, and  
Philadelphia Flower Show, 1933*



*Awarded to BETTER TIMES at  
National Flower Show, St. Louis,  
March 25 April 2, 1933*



*Awarded to BETTER TIMES at  
International Flower Show, New York,  
March 20-25, 1933*



*Awarded to BETTER TIMES at the  
Philadelphia Flower Show, Philadelphia,  
March 27, 1933*



# ROSE "BETTER TIMES"

*Plant Patent No. 23*

For quite a number of years Rose-growers have been heard to remark to one another, "If we only had a dark pink Rose with the habits and prolific characteristics of Briarcliff!" In the Rose BETTER TIMES we have found the solution to this problem. BETTER TIMES is a sport of Briarcliff and appeared in one of the ranges of The Jos. H. Hill Co. It has been on trial for two seasons, and thus far has met every test. It is a stronger grower than Briarcliff and breaks freely from the bottom.

Its color is a brilliant cerise-pink with a silvery sheen as the flower develops. The texture is firm, consequently the flowers ship and keep well, while the foliage is ample and heavy.

We predict a brilliant future for this Rose, and our sales-plan, as described in this folder, is sufficient evidence of our belief that in a few short years BETTER TIMES will replace all dark pink varieties now being grown.

## PRICES

### *Grafted Plants*

\$35.00 per 100  
350.00 per 1,000  
in all quantities



### *Scions*

\$15.00 per 100  
150.00 per 1,000  
in all quantities

## CASH PAYMENT PLAN

A 6 per cent cash discount will be allowed on all orders when payment is made in full within 10 days from date of invoice.

## DEFERRED PAYMENT PLAN

### *Grafted Plants*

An agreement by which the purchaser agrees to pay 17½ cents per plant within 10 days from date of invoice; 10 cents per plant on or before January 10, 1935; and the balance of 7½ cents per plant on or before June 15, 1935.



### *Scions*

An agreement by which the purchaser agrees to pay 7½ cents per scion within 10 days from date of invoice, and the balance of 7½ cents per scion on or before January 10, 1935.

NOTE: Ten scions extra count will be allowed on every 100 to take care of ordinary losses in grafting.

*BETTER TIMES will be disseminated in 1934 by*

## HILL FLORAL PRODUCTS COMPANY

RICHMOND, INDIANA

### *Co-Disseminators*

CHARLES H. TOTTY COMPANY

Madison, N. J.

C. U. LIGGIT  
Philadelphia, Pa.

AMERICAN BULB CO.  
Chicago, Ills.